

ABSTRACT OF THE DISCLOSURE

In a television broadcasting system intended to present information pertaining to a main broadcast program to viewers, a ground-wave broadcast station produces and broadcasts the main program in the conventional manner and a CS (communication satellite) broadcast station which is supplied with main program composition information and various source data from the ground-wave station produces supplemental broadcast programs for the main program. The CS station also produces symbolic labels indicative of the content of the supplemental programs, and broadcasts the supplemental programs and symbolic labels together. An IRD (integrated receiver/decoder) unit of a viewer's receiver set receives the broadcast signals from the ground-wave station and CS station, and displays the main program and the symbolic labels of supplemental programs together on a display unit. The IRD unit operates in response to the selection of a symbolic label by the viewer to display a supplemental program corresponding to this symbolic label.